



Example of VP, Brand Job Description

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Our growing company is looking to fill the role of VP, brand. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for VP, brand

- Provide inspiration, motivation and leadership to the agency client team at all levels, mentoring and guiding in every situation and moving the team from an inconsistent vendor to a trusted partner
- Lead and partner with other senior leaders on initiatives to continually optimize and improve overall agency work quality and process
- Manage sales force and merchandising team to expand sales in across all channels of distribution in private label
- Develop and implement annualized and quarterly sales and profit goals and objectives across each channel and strategies to meet those goals
- Analyze and manage sales performance against company goals implementing strategies to shore up areas that fall short of objectives
- Develop existing rep force, make changes as necessary and identify areas for improved market penetration
- Participate in existing and evaluate additional trade shows that align to business sales strategy
- Interface with merchandising team during catalog development process any targeted customer requests
- Maximize sales by evaluating sales territories and channels and create product segmentation where applicable by partnering with internal merchandising and production teams
- Work in conjunction with creative and production teams during product development to ensure margin goals are met

Qualifications for VP, brand

- Must bring close 'strategic insights' relationships within the creative product development realm
- Must have the ability to garner respect and cultivate a team-based environment
- Must have cross-functional knowledge of Theatrical Marketing departments
- Must be knowledgeable about film marketing and have had experience dealing with the international marketplace
- Proficiency with Microsoft Office and experience with PowerPoint and other design software (Adobe Photoshop, Acrobat,) is highly preferred
- Ability to pay close attention to detail and quickly understand written and oral instructions